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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Koji KIDA

Title: ADVERTISEMENT PRESENTATION SYSTEM

Appl. No.: 09/916,581

Filing Date: 07/30/2001

Examiner: Duran, Arthur D.

Art Unit: 3622

Confirmation No.: 9542

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**AMENDMENT AND REPLY UNDER 37 C.F.R. 1.116**

Mail Stop **BOX AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated July 7, 2006, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 8 of this document.

Please amend the application as follows: